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**City of Seattle  
Notice of Appointment**

<b>Name:</b> <i>Joneil Custodio</i>		<input checked="" type="checkbox"/> <b>Executive Appointment</b> <input type="checkbox"/> <b>Legislative Appointment</b> <input type="checkbox"/> <b>Agency Appointment</b> <input type="checkbox"/> <b>PDA Council</b> <input type="checkbox"/> <b>PDA Constituency</b>
<b>Residential Neighborhood:</b> <i>Central District</i>	<b>Zip Code:</b> <i>98122</i>	<b>Contact Phone No.:</b> <i>n/a</i>
<b>Appointed to:</b> <i>At-Large Board Member, Citizens Telecommunications and Technology Advisory Board (CTTAB)</i>		<b>Date of Appointment:</b> <i>September 11<sup>th</sup>, 2014</i>
<b>Authority (Ord., Res.):</b> <i>Seattle Municipal Code (SMC) 21.60.060.</i>		<b>Term of Office:</b> <b>From:</b> <i>Confirmation</i> <b>To:</b> <i>January 1<sup>st</sup>, 2016</i>
<b>Background:</b>  <i>Joneil is an active Central District resident with a strong interest in civic engagement, open data, and social and digital equity. He volunteered on the 2014 CTTAB Technology Matching Fund grant review committee. He recently started ThriveCentral, a technology education summer internship program for youth, which operates in collaboration with Seattle University and Seattle Parks and Recreation.</i>  <i>He currently works at Microsoft. Joneil was previously a Senior Change Management Consultant &amp; Strategic Account Leader with RGP Consulting. He also worked at Prudential Financial as a regional diversity manager from 2006 to early 2011. He also served as the National Association of Asian-American Professionals marketing director. Joneil brings expertise in planning and implementing Constituent Relationship Management (CRM) systems, particularly with Salesforce.</i>  <i>Joneil was born in Canada but grew up in Tri Cities, Washington where he attended Hanford High School. He has a B.A. in Operations &amp; Information Systems &amp; Computer Science from Gonzaga (1996) and an M.A. in software engineering from Seattle University (2004).</i>		
<b>Authorizing Signature:</b> 		<b>Name and Title of Officer Making Appointments:</b> <i>Edward B. Murray, Mayor</i>

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CITY OF SEATTLE  
2014 SEP 11 PM 3:29  
CITY CLERK

# Joneil M. Custodio, MSE

## ACCOMPLISHMENTS and EXPERIENCE:

**Sr. Change Mgmt Consultant & Strategic Account Leader – RGP Consulting, San Francisco, CA (08/12 - present)**  
Strategic HR and technology change management/project management consultant specializing in sales & marketing team enablement and analytics.

- ☐ Developing strategic relationships and negotiate project contracts with client executives.
- ☐ Assessing client business objectives and defining change strategy and work plans to meet objectives.

### *Current projects -*

- ☐ Lead Fortune 100 bank change management initiative for 300+ sales and marketing users across US, Europe, and Asia to adopt new global team collaboration practices and Salesforce.com platform.
- ☐ Manage stakeholder and user expectations through multiple feature releases and Sharepoint administration.
- ☐ Work with global expansion marketing teams to implement “go-to-market” (GTM) strategies including metric-based pipeline and forecasting reports and dashboard analytics to track sales activities and sales team performances.
- ☐ Gather business user requirements and manage SDLC with off-shore development team members.
- ☐ Capture product & services challenges from prospects and clients; translate into product opportunities.
- ☐ Manage sales CRM product roadmap based on internal sales teams and enterprise requirements.

**Founder/Principal - Vlaire Consulting Group, Oakland, CA (01/11 - present)**

Strategic customer relationship management (CRM) consultant teaching Oakland community leaders and young people about social change leadership to advance organizations tackling public education, environment and fair employment initiatives.

- ☐ Leading client negotiations and crafting Statement of Work (SOW) contracts.
- ☐ Conducting project staffing with external consultants and offshore teams, project delivery quality control, and client training.

### *Recent projects -*

- ☐ Serve as Taproot Foundation Salesforce.com Service Delivery subject matter expert for consulting teams.
- ☐ Enhance Salesforce.com for East Bay Alliance for a Sustainable Economy
- ☐ Deployed Salesforce.com system including district-wide volunteer management system for Oakland Unified School District (OUSD) Career and College Readiness Organization.

**Western Territory Relationship Manager - Prudential, Seattle, WA (3/07 - 2/11)**

Regional executive responsible for leading field sales team diversity change initiatives for sales team recruiting and go-to-market launches throughout 15 western states.

- ☐ Aligned territory-wide change initiatives with 13 regional directors; assess local office business objectives and develop change strategy, operational plans, budget and scorecards/metrics.
- ☐ Provided team and one-to-one sales team training on leadership, process and technology topics to ensure performance.
- ☐ Implemented Lotus Notes project management and repository databases for National Team leaders.

**National Marketing Director - National Assn of Asian-Am Professionals, Seattle, WA (11/05 – 6/07)**

Corporate relations leader responsible for establishing national marketing portfolio for 24 remote chapters. Maximized corporate brand awareness for key clients through customized national and regional marketing campaigns.

- Coordinated national and local initiatives and key communications for 2600+ membership subscribers.
- Established virtual work environment and trained 15+ team members to lead national marketing campaigns.
- Established national and local marketing campaign portfolio and benchmarks with analytics and benchmarks.
- Implemented new marketing and social media tools for national marketing programs, including ConstantContact, Google Analytics, Cvent registration systems.

**Consultant - PointB Solutions, Seattle, WA (2/06 - 8/06)**

Client-facing program manager for 2 mission-critical Program Management Offices (PMO) for major healthcare claims provider and major software company, including PMO offices in US, Ireland and Australia.

- ☐ Facilitated PMO procedures for global production and distribution for client's #1 operating system platform. (Microsoft)
- ☐ Trusted advisor for project sponsor on PMO project status, action plans, issues, and mitigation plans.

**CRM Strategic Architect and IT Director- RevereGroup, Seattle, WA (9/02 - 2/06)**

Executive advisor responsible for transforming product-centric business model to customer-centric culture. Developed management teams' leadership skills and analytical maturity with executive coaching, innovation process management and enhanced data analysis skills.

- ☐ Led executive-level requirements gathering, developed CRM solution roadmap, and implemented CRM system.
- ☐ Led CRM adoption and training sessions for sales, marketing, service, operations and HR departments.
- ☐ Managed all hardware and applications including CRM, collaboration, e-commerce website, and e-blast marketing.
- ☐ Developed portfolio of customer segment sales reports, including sales forecast and profitability projections.
- ☐ Developed organizational data marts for improved sales and marketing forecasting, inventory management and pro forma financial models.

**CRM Architect and Client Account Manager - Fujitsu Consulting, Bellevue, WA (5/98 - 9/02)**

Leading consultant supporting first enterprise CRM implementation evolving "Manufacturing to Service" business model shift - "MyBoeingFleet.Com."

- ☐ Led enterprise-level CRM framework development for Commercial Aviation Services - 2600 users.
- ☐ Staffed project teams and ensured quality project delivery on concurrent projects throughout account.
- ☐ Managed and coached 8 associate consultants with key success goals and professional development plans.

**EDUCATION:**

Master's Degree: Software Engineering, Seattle University - 2004

Professional Certificate: Software Engineering, University of Washington Extension - 1998

Bachelor's Degree: Operations and Information System and Computer Science, Gonzaga University - 1996

**CERTIFICATIONS:**

Salesforce Certified Administrator 201 (WI14) - 2013

American Diversity Conference - Diversity Training - 2010

Executive Development Institute - Diversity Leadership - 2006

**COMMUNITY LEADERSHIP:**

Seattle University Innovation and Entrepreneurship Business Case Competition - Present

Account Director Mentor and Salesforce.com Delivery Subject Matter Expert, Taproot Foundation - Present

Education Grant Circle Mentor, Full Circle Fund - Present

**Citizens Telecommunications & Technology Advisory Board**  
*As of September 2014*

9 members with two-year terms, renewable for one additional term; and  
 1 Get Engaged young adult member with a one year term. All subject to Council confirmation.

- 4 At Large      Appointed by Council
- 3 At Large      Appointed by Mayor
- 3 Special      Appointed by Mayor, representatives of
  - Education
  - Public Access to Telecommunications
  - Get Engaged young adult position

D*	G	Position No.	Name	Appointed	Term Ends	Term #	Position	Appointed By
1	M	8	Joneil Custodio	09/11/14	01/01/16	1 <sup>st</sup>	At Large	Mayor
6	M	5	Rahm, Carmen	09/11/14	1/1/17	1 <sup>st</sup>	Education	Mayor
3	M	10	Jose Vasquez	09/11/14	1/1/17	1 <sup>st</sup>	Public Access	Mayor
6	F	6	Trowbridge, Sarah	9/8/14	9/8/15	1 <sup>st</sup>	Get Engaged	Mayor
6	M	2	Krokower, Ben	1/1/14	1/1/16	2 <sup>nd</sup>	Chair, At Large	Mayor
6	F	3	Lewis, Dana	9/30/13	10/1/15	1 <sup>st</sup>	1 <sup>st</sup> Vice Chair At Large	Mayor
2	F	9	Nourisha Wells	2/25/13	1/1/15	1 <sup>st</sup>	2 <sup>nd</sup> Vice Chair At Large	Council
6	M	1	Dolin, Robert	2/25/13	1/1/15	2 <sup>nd</sup>	At Large	Council
1	M	4	Hsi, Brian	2/25/13	1/1/15	2 <sup>nd</sup>	At Large	Council
5	F	7	Fernandes, Beryl	3/26/12	1/1/16	1 <sup>st</sup>	At Large	Council

**Diversity (including new Council and Mayoral appointees)**

					(1)	(2)	(3)	(4)	(5)	(6)
	Men	Women	Vacant	Minority	Asian-American	African-American	Hispanic Latino	Native-American	Other**	Caucasian
Mayor	4	2		2	1		1		*	4
Council	2	2		3	1	1			1**	1
Other Bodies										
<b>Total</b>	<b>6</b>	<b>4</b>		<b>5</b>	<b>3</b>	<b>1</b>			<b>1</b>	<b>5</b>

\*Two members also have color blindness.

\*\* One member selected multicultural.